



PRESS RELEASE

Malmö April 30, 2014

## New Nordic Healthbrands AB Three month report January - March 2014

### Q1 2014

- Net sales amounted to MSEK 61,1 (51,0), an increase of 19,7 percent. In local currencies, the increase was 15,1 percent.
- Gross margin decreased to 64,7 percent (66,1).
- EBITDA increased to MSEK 3,8 (3,5).
- Operating profit improved to MSEK 3,1 (2,8).
- Profit for the period improved to MSEK 2,1 (1,3).
- Earnings per share increased to SEK 0.61 (0.56).

### COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

We had a flying start to the year.

Revenues grew more than 15 percent in local currencies. After translation to Swedish kronor, sales amounted to a record 61.1 million SEK. The sales has grown satisfactory in all geographic areas.

EBITDA increased by 8 percent to 3.8 million SEK. Earnings per share increased 9 percent from 0.56 SEK to 0.61 SEK. Gross margin was slightly lower than the same period previous year. This is mainly a consequence of temporary changes in sales within our assortment and we expect the gross margin to return to a higher level later this year. We increased our marketing spend in the period to increase sales and help kick-start the introduction of new products in selected markets.

Our costs are under control. Staff and administrative expenses as a percent of sales bear witness to effective administration and organization. These expenses are not expected to increase significantly during the year. Our efforts in recent years to reduce depreciation and financial costs is also bearing fruit and these are now at a comfortable level. The internationalization of New Nordic is in a good momentum. We are taking market share in food supplements market, which is expected to grow by 1.6 percent in the Nordic countries, 3.4 percent in other Europe and 8.1 percent in North America in 2014. We want to increase our international sales hand in hand with increasing our profitability and earnings per share. The efficacy of our marketing efforts and the success of our new product introductions will be crucial for our results. We have several exciting launches during the year. The entire organization is very dedicated and has great focus on making our marketing even more efficient and optimizing the coming product launches.

I am full of optimism and looking forward to an exciting and rewarding year for the New Nordic and our shareholders.

Karl Kristian Bergman Jensen, CEO

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*The information in this press release is that which New Nordic Healthbrands AB (publ) is required to disclose under Sweden's Securities Market Act. It will be released for publication at 9.00 (CET) on April 30, 2014.*

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New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on NASDAQ OMX Stockholm since 2007. The company's business concept is to offer the most effective and safe food supplements and natural medicines for specific health conditions. New Nordic's branded products are now available in 28 countries in pharmacies and health stores. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy and health retailers and serve the end consumers. In 2013, sales were 228 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit [www.newnordic.com](http://www.newnordic.com).